

2012

**LADRC-CITY OF BOGALUSA 2012
STRATEGIC PLAN**

Understanding
our past,
Creating our future.

LADRC-CITY OF BOGALUSA 2012 STRATEGIC PLAN

Steering Committee

Co-chairs: Councilwoman Oneita Graham and Mr. Melvin Keith
Quality of Life: Micah Collins
Social Services: Elder R. L. Palmer
Education and Workforce: Ryan Seal, William Wainwright and Louise Smith
Leadership: Jim Montgomery
Infrastructure: Claude Bloom
Economic Development: Kim Wagner
Communication and Marketing: Marcelle Hanemann and Lauren Ritchie
Project Manager: Sandy Bloom
Resource Team: Ardyn Thriffley and Karen Yates

City Administration

Jerry Bailey, Director of Administration
Joe Culpepper, Chief of Police
Richard Moody, Fire Chief
James Hall, Director of Public Works
Landon Tims, Director of Parks, Recreation and Culture
Sandy Bloom, Director of Personnel

Prepared for

Mayor Charles Mizell

Councilwoman Penny Williams, District A
Councilman Michael Oree, District B
Councilwoman Oneita Graham, District C
Council President, Theodore Drummond, District D
Councilman Randy Hodges, District E
Councilwoman Robin Day, At Large
Councilwoman Wendy Perrette, At Large
and the citizens of Bogalusa



Bogalusa Vision Statement

Bogalusa is a healthy and vibrant community that continually strengthens its economic, educational, workforce, and social foundation through collaboration, community and resource development, programming, and services.

Priority Areas

- **Beautification/Blight**
- **Recreation**
- **Social Services/Issues**
- **Infrastructure**
- **Education and Workforce Development**
- **Leadership**
- **Economic Development**
- **Marketing and Communication**

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Priority: Beautification/Blight

Description of Current Condition: The City of Bogalusa is changing and with change comes new growth and old abandon. The city must address the decline of certain areas by revitalizing them with renewed attention or by clearing them away to make room for the new tomorrow. With hard work and focused attention we can restore the once legendary pride associated with being a Bogalusan. To address these needs, we have established the following goals:

Overview of Goals

1. Bogalusa’s blighted properties are eliminated.
2. Bogalusa’s entrances and thoroughfares reflect a welcoming, well-kept city.
3. Residences and businesses are well maintained and attractive.

Goal 1: All blighted properties within the City have been identified and removed.

Short-Term Measurable Outcomes

Update the list of blighted properties and establish a plan for demolition or revitalization. The list and plan will be completed in 6 months.

Long-Term Measurable Outcomes

The number of blighted properties will be reduced and returned to commerce by 25% within two years, 50% within three years, and 75% within five years.

Responsible Organizations will include the Mayor’s Office and Staff, City Attorney, Public Works, Fire Department, Building Officials, City Council, and interested private citizens.

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Identify all blighted properties in the City.	
Estimated Costs:	
Source of Funding:	

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Timetable: 6 months	
#2 – Identify all properties that have been adjudicated to the City.	
Estimated Costs:	
Source of Funding:	
Timetable: 6 months	
#3 – Attempt to contact all property owners and use civil and legal pressure to bring properties to an acceptable level.	
Estimated Costs:	
Source of Funding:	
Timetable: 6 months	
#4 – Create a plan to remove blighted properties and return them to commerce based on a set of metrics that include: danger to community, cost, difficulty, and community aesthetics.	
Estimated Costs:	
Source of Funding;	
Timetable: 6 months	
#5 – Reduce the number of blighted properties by 25% within two years, 50% within 3 years, and 75% within 5 years.	
Estimated Cost: \$5,000 per property	
Source of Funding: In kind donation, Grants, Capital Outlay	
Timetable: Two, three and five years.	

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Goal 2: All the City’s entrances and thoroughfares reflect a welcoming and well-kept city.

Short Term Measurable Outcomes

A completed survey of the City’s entrances and thoroughfares that takes into consideration: traffic patterns, traffic speed, signage visibility, aesthetics, and sustainability. A completed plan to revitalize the City’s entrances and thoroughfares based on the information gathered from the survey. The survey will be completed within 6 months and the plan within one year.

Long Term Measurable Outcomes

Complete the revitalization of two entrances and two thoroughfares within two years, an additional two within three years, and the remainder within four years.

Responsible Organizations will include the Mayor’s Office and Staff, City Council, Pubic Works, Garden Clubs, and interested private citizens.

Strategic Actions for Goal 2	
Action	Performance Metrics
#1 – Complete a survey of entrances and thoroughfares that takes into consideration: traffic patterns, traffic speed, signage visibility, aesthetics, and sustainability.	
Estimated Cost: Unknown	
Source of Funding: Unknown	
Timetable: 6 months	
#2 – Complete a plan to revitalize the entrances and thoroughfares based on the completed survey.	Timetable: One year
Estimated Cost: Unknown	
Source of Funding: Unknown	
Timetable: 6 months	

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#3 – Revitalize two entrances and two thoroughfares within two years, an additional two within three years, and the remainder within four years.	Timetable: Two, three, and four years
Estimated Cost: Unknown	
Source of Funding: Unknown	
Timetable: Four years	

Goal 3: Residences and businesses are well maintained and attractive.

Short Term Measurable Outcomes

Create a comprehensive set of guidelines and standards for holding the owners of residential and commercial properties responsible for the upkeep and appearance of their property. The guidelines and standards will be complete within 6 months.

Long Term Measurable Outcomes

Reduce the number of properties that do not meet the established guidelines and standards by 75% within three years.

Responsible Organizations will include the Mayor’s Office and Staff, City Attorney, Public Works, Building Officials, City Council, and interested private citizens.

Strategic Actions for Goal 2	
Action	Performance Metrics
#1 – Relate to the public, through media and neighborhood associations (encourage the establishment of associations where none are present), the dire need to maintain their property as it relates to the future of the city.	
Estimated Cost:	
Source of Funding:	
Timetable: Immediately and ongoing	
#2 – Research State Laws and other communities to develop a comprehensive and enforceable set of guidelines and standards.	
Estimated Cost:	

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Source of Funding:	
Timetable: 6 months	
#3 – Update City laws and codes to reflect the established guidelines and standards.	
Estimated Cost:	
Source of Funding:	
Timetable:	
#4 – Communicate to the public the new guidelines and standards and begin enforcing them with a 6 month grace period before whatever punitive actions where established begin.	
Estimated Cost:	
Source of Funding:	
Timetable: 6 months to one year	
#5 – Reduce the number of properties that do not meet the guidelines and standards by 25% within 18 months, 50% within two years and 75% within three years.	
Estimated Cost:	
Source of Funding:	
Timetable: 18 months, two years, and three years	

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Priority: Recreation

The City of Bogalusa has multiple beautiful recreation assets available to the community. The existing parks and recreation facilities are well loved and supported by local citizens both organizationally and financially. However these assets are aging and underutilized. In order to develop, maintain, and improve these assets, we recommend the following goals:

- 1. Cassidy Park Master Plan is completed.**
- 2. Bogalusa has a Community Events Center which can be used to attract business and community events.**
- 3. Bogalusa has a variety of entertainment and recreation opportunities for all ages.**
- 4. Bogalusa has a water recreation area developed on the Pearl River.**



Goal 1: Cassidy Park Master Plan is completed and implemented.

Short-Term Measurable Outcomes

Cassidy Park renovation Master Plan that is divided into three phases.

Long-Term Measurable Outcomes

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Implement the phased plan with a goal of 18 months for phase one, three years for phase two, and five years to complete the plan.

Responsible Organizations will include: the Mayor’s Office and Staff, City Attorney, City Council, Public Works, Historical Societies, Tourism Representative, Intermural Sport Leagues Representatives, and interested private citizens.

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Complete a Cassidy Park Master Plan that is divided into three phases.	
Estimated Cost:	
Source of Funding:	
Timetable: Immediately	
#2 – Phase One: Complete improvements to the entrance and create an amphitheater within the park.	
Estimated Cost:	
Source of Funding:	
Timetable: 18 months	
#3 – Phase Two: Develop a Canoe Launch on the Bogalusa Creek and a Splash Park.	
Estimated Cost:	
Source of Funding:	
Timetable: Three years	
#4 – Phase Three: Complete the plan.	
Estimated Cost:	

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Source of Funding:
Timetable: Five years

Goal 2: Bogalusa has a Community Events Center which can be used to attract business and community events.

Short Term Measurable Outcomes

Work with Local Non-profits, The Chamber of Commerce, WEDF, and private organizations, to develop a feasible building layout and design that will meet the needs of prospective users. Locate a site for Community Events Center. To be completed within two years.

Long Term Measurable Outcomes

Secure funding for the purchase of land and the construction of the Center within three years. Complete the construction of the Community Events Center within five years.

Responsible Organizations will include: the Mayor’s Office and Staff, City Council, Architect, Chamber of Commerce, WEDF, Tourism Representative, Local Non-Profits, Fire Chief, Grant and Real Estate Consultants, SLU, USDA, UNO, and interested private citizens.

Strategic Actions for Goal 2	
#1 – Create a feasible and adaptable multi role building layout for the Community Event Center utilizing the inputs from prospective users.	
Estimated Cost:	
Source of Funding:	
Timetable:	
#2 – Locate a site for the Center and have plans drawn up.	
Estimated Cost:	
Source of Funding:	

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Timetable: Two years	
#3 – Present plan to the community and seek by-in and build consensus.	
Estimated Cost:	
Source of Funding:	
Timetable: 30 months	
#4 – Secure Funding for approved plan and site.	
Estimated Cost:	
Source of Funding:	
Timetable: Three years	
#5- Complete construction of the Community Events Center.	
Estimated Cost:	
Source of Funding:	
Timetable: Five years	

Goal 3: Bogalusa has a variety of entertainment and recreation opportunities for all ages.

Short Term Measurable Outcomes

Complete a survey of existing opportunities for entertainment and recreation within six months. Make the public aware of current opportunities for entertainment and recreation within eight months. Establish or restructure an existing Entertainment and Recreation Committee for the City within one year.

Long Term Measurable Outcomes

Establish a coordinated plan of action to enhance and create entertainment and recreation opportunities for all ages focusing on areas identified in the survey where gaps exist, within two years.

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Responsible Organizations will include: the City Council, Entertainment and Recreation Committee, media, sports leagues, faith community, and interested private citizens.

Strategic Actions for Goal 3	
Action	Performance Metrics
#1 – Complete a survey of existing opportunities for entertainment and recreation.	
Estimated Cost:	
Source of Funding:	
Timetable: 6 months	
#2 – Publicize the current opportunities for entertainment and recreation.	
Estimated Cost:	
Source of Funding:	
Timetable: Eight months	
#3 – Establish or revitalize Parks, Recreation and Culture Commission.	
Estimated Cost:	
Source of Funding:	
Timetable: One year	
#4 – Establish a coordinated plan of action to enhance and create entertainment and recreation opportunities for all ages focusing on areas identified in the survey where gaps exist.	
Estimated Cost:	
Source of Funding:	
Timetable: Two years	

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Goal 4: Bogalusa has a water recreation area developed on the Pearl River.

Short-Term Measurable Outcomes

Develop a plan to revitalize the Wallop- Breaux Boat Launch or identify a new site for the purpose of creating a recreation area on the Pearl River within one year.

Long-Term Measurable Outcomes

Complete a water recreation area on the Pearl River within three years.

Responsible Organizations will include: the Mayor’s Office and Staff, Parish Government, Louisiana Department of Wildlife and Fisheries, City Attorney, City Council, Public Works, Tourism Representative, and interested private citizens.

Strategic Actions for Goal 4	
Action	Performance Metric
#1 – Enter into a partnership with the Washington Parish Government to create a water recreation area on the Pearl River.	
Estimated Cost:	
Source of Funding:	
Timetable: 6 months	
#2 – Create a plan to revitalize the Wallop- Breaux Boat Launch/Richardson Landing or identified a new site and publicize the plan.	
Estimated Cost:	
Source of Funding:	
Timetable: 18 months	
#3 – Secure funding for the identified recreation area.	
Estimated Cost:	
Source of Funding:	

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Timetable: Two years	
#4 – Complete and promote the recreation area.	
Estimated Cost:	
Source of Funding:	
Timetable: Three years	

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PRIORITY: SOCIAL SERVICES

CURRENT CONDITION: It is the finding of this committee that there indeed are Social Services in the greater Bogalusa area. There exist several splintered agencies that assist families struggling with basic needs, i.e. food, shelter, and clothing. The committee has identified Social Services as that entity which supplies the resources to families and organizations who cannot obtain those resources by their own capacity.

Overview of Goal

Goal 1: Gather contact information on the social service agencies, catalog them and make them known and available to the community.

Short-Term Measurable Outcomes or Metrics:

To distribute the cataloged information to the faith-based community.

Long-Term Measurable Outcomes or Metrics:

Establish a single contact person in the city administration building so that everyone will have access to the same vital information.

Responsible Organizations: City of Bogalusa, United Way, Faith Community, Washington Parish Commission on Human Services members

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 - Develop a Social Services Directory	
Estimated Cost: \$0, Volunteers	
Source of Funding:	
Timetable: Sixty (60) days	
#2 - Distribute data	
Estimated Cost:	
Source of Funding:	
Timetable: Sixty (60) days	

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#3 - Determine Boundaries of service area

Estimated Cost:

Source of Funding:

Timetable: Thirty (30) days

#4 - Manned information center- Collaborate with LSU Medical Center for trainings involving family enrichment issues.

Estimated Cost: Cost to be determined

Source of Funding: Seek assistance from the LA Dept. of Health and Hospitals

Timetable:

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Priority: Infrastructure

Bogalusa is a city of less than 13,000 people with an infrastructure to support a much larger population. Because of the diminished tax base caused by the decline in population there are needs that have not been addressed. Because of new opportunities being presented in our growing healthcare sector, and an Industrial Park with adjacent airport, there are needs that are becoming evident that must be addressed to capitalize on the opportunities for growth.

Overview of Goals

1. Bogalusa has a roadway into the Industrial Park that is suitable for large truck traffic and appropriate signage directing traffic to the Industrial Park. Develop plan for Railroad repair to proceed when requested by a tenant.
2. Bogalusa has a nationally recognized hotel with meeting room capacity.
3. Bogalusa has an effective Planning and Zoning Commission.
4. Bogalusa's airport master plan is implemented to ensure safety, growth and sustainability.

Infrastructure Goals and Strategic Actions

Goal 1: Bogalusa has a roadway into the Industrial Park that is suitable for large truck traffic and appropriate signage directing traffic to the Industrial Park. Develop plan for Railroad repair to proceed when requested by a tenant.

Short-Term Measureable Outcomes or Metrics:

Long-Term Measureable Outcomes or Metrics:

Responsible Organizations

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Road Access for large trucks from Highway 21 North to the Industrial Park	Completion of Phase I study, c Completion of construction by 2015

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Strategic Actions for Goal 1	
Estimated Cost: \$1 Million	
Source of Funding: Washington Economic Development Foundation, USDA Rural Development, Louisiana Capital Outlay	
Timetable: Goal to complete 2015	
#2 – Improve signage to more effectively direct people to the Industrial Park	Improvements completed according to Master Plan
Estimated Cost: \$2500	
Source of Funding: WEDF, City of Bogalusa	
Timetable: 2012	
#3 – Evaluate the need to repair the Railroad track and the track crossing into the Industrial Park	
Estimated Cost: Initial Study should be no cost	
Source of Funding: WEDF to conduct study and solicit cost estimates from vendors	
Timetable: 2013	



Goal 2: 2. Bogalusa has a nationally recognized hotel with meeting room capacity.

Short-Term Measureable Outcomes or Metrics:

Sites selected and hotel chains contacted.

Long-Term Measureable Outcomes or Metrics:

Hotel is open for business by December 2012.

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Responsible Organizations City of Bogalusa, Infrastructure Committee, Chamber of Commerce, WEDF.

Strategic Actions for Goal 2	
Action	Performance Metrics
#1 – Determine site location options	Four possible sites selected
Estimated Cost: None	
Source of Funding: Conducted by infrastructure committee	
Timetable: June 30, 2012	
#2 – Contact six leading hotel chains and evaluate best fit and number of rooms	Recommendation Complete
Estimated Cost: None	
Source of Funding: Conducted by Infrastructure Committee	
Timetable: December 31, 2012	
#3 – Conduct feasibility study by independent agency	Recommendation Complete
Estimated Cost: \$15,000	
Source of Funding: WEDF, USDA Rural Development	
Timetable: June 30, 2013	
#4 – Develop funding and construct hotel	Recommendation Complete
Estimated Cost: \$4 to \$7 Million depending on number of rooms	
Source of Funding: Conducted by Infrastructure Committee	
Timetable: December 31, 2012	

Goal 3: Bogalusa has a highly functioning Planning and Zoning Commission.

Short-Term Measureable Outcomes or Metrics:

Ordinances and maps are updated and approved by City Council

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Planning and Zoning has motivated, trained members.

Long-Term Measureable Outcomes or Metrics:

Bogalusa has a 20 year land use and development plan.

Responsible Organizations City of Bogalusa, Capital Region Planning Commission, and Planning and Zoning Commission.

Strategic Actions for Goal #3	
Action	Performance Metrics
#1 – Update planning and zoning maps and ordinances.	Planning and zoning ordinances and maps are updated.
Estimated Cost: \$700	
Source of Funding: City of Bogalusa	
Timetable: Goal to complete by April 30. 2012	
#2 – Provide training to Planning and Zoning Members	Training presented by June 2012
Estimated Cost: \$2500	
Source of Funding: Private industry, City of Bogalusa	
Timetable: 2012	
#3 – Develop master plan for the future of Bogalusa regarding land use.	Develop twenty year plan
Estimated Cost: \$250,000	
Source of Funding: City of Bogalusa, grants	
Timetable: 2014	

Goal 4: Bogalusa’s airport master plan is implemented to ensure safety, growth and sustainability.

Short-Term Measureable Outcomes or Metrics: Phase 1 of Parallel taxiway is completed

Long-Term Measureable Outcomes or Metrics: Hangars are complete and rented

Responsible Organizations: City of Bogalusa, LA DOTD Aviation, and FAA

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Strategic Actions for Goal 4	
Action	Performance Metrics
#1 – Parallel taxiway is completed	Completion of Phase I Completion of construction by 2015
Estimated Cost: \$1 Million	
Source of Funding: City of Bogalusa, LA DOTD Aviation and FAA	
Timetable: Goal to complete 2015	
#2 – Hangars are built and in use.	Improvements completed according to Master Plan
Estimated Cost:	
Source of Funding:	
Timetable:	
#3 –	
Estimated Cost:	
Source of Funding:	
Timetable:	

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PRIORITY: EDUCATION AND WORKFORCE

Introduction

Northshore Technical Community College, Bogalusa City Schools, YouthBuild Bogalusa, and Washington Parish Economic Development (WEDF) are committed to making the City of Bogalusa a Louisiana Development Ready City. Partnerships and continuous collaboration are essential to the success of this project. It is **mission critical** that all parties work collaboratively to foster a relationship oriented culture by continuous improvement in public safety, education, and recreation.

Mission

To make Bogalusa an economically, culturally, and socially vibrant city. A city that embraces its unique physical, environmental, and human resources to empower economic development. A socially responsible community that empowers its citizenry with medical and social services and promotes accountability and harmony.

Vision

In keeping with the vision of the City of Bogalusa, Northshore Technical Community College the Bogalusa City Schools System, YouthBuild Bogalusa and WEDF desires to:

- Ensure a high quality education for every student
- Produce knowledgeable, skilled and confident citizens ready for the future, ready for the workplace and ready to continue learning
- Deliver rapid, flexible and innovative solutions to changing workforce needs

Northshore Technical Community College, Bogalusa City School System, YouthBuild Bogalusa, and WEDF are Committed:

To preparing students for college, careers and citizenship

To quality, excellence, and relevance in responding to the needs of the northshore economy

To maintain an effective, responsible institution in a coordinated system of service to customers

KEY CUSTOMERS AND STAKEHOLDERS

Key Customers

Students/Parents

Business and Industry

Stakeholders

Business and Industry Partners

Service Area Citizens

Education Partners/Financial Partners

City of Bogalusa

Government Partners

Labor Partners/WEDF

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LCTCS & Secondary Education

Board Members & Administration

Institutional and Occupational Regional
Advisory Committee Members

Northshore Technical Community College Personnel

Bogalusa City Schools Personnel

CORE VALUES

Student Centered

- Students are respected, valued clients
- Student satisfaction and success

Responsiveness

- Rapid, innovative solutions to workforce needs
- Affordable, flexible access to education and training

Quality Focused

- Excellence in teaching and learning
- Continuous improvement of programs, services and processes

Public Trust

- Accountable results in educational effectiveness and resource management
- Equal opportunity for all students to reach their full potential

Leadership Based

- Ethical, honest, respect for culturally diverse faculty, staff and student population
- Innovative ways to prepare and lead students to a rewarding career

Collaboration

- Mutually beneficial partnerships with internal and external stakeholders
- Joint commitments with business, industry, government and communities to promote economic development

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PLAN

Goal I: NTCC Increase Opportunities for Student Access and Success.

Objective I.1: Increase fall credit headcount enrollment by 12.62% from the fall 2009 baseline level of 3,384 to 3,811 by fall 2015.

Objectives I.1 advances the state outcome goals 1 (Youth Education), 2 (Diversified Economy), and 6 (Safe and Thriving Children and Families) listed above.

Louisiana: Vision 2020 Link: Objective 1.1 - To involve every citizen in the process of lifelong learning.

Strategy I.1.1: Maintain alignment of program offerings at NTCC.

Strategy I.1.2: Promote electronic (distance) learning activities.

Strategy I.1.3: Promote transfers between and among campuses and colleges at all levels.

Strategy I.1.4: Ensure access to programs and services to citizens with disabilities.

Strategy I.1.5: Promote dual and cross enrollment agreements and industry based certification opportunities with public school districts and among postsecondary institutions.

Performance Indicators:

Output: Number of fall census day students enrolled in NTCC campuses.

Outcome: Percent change in the number of fall census day students enrolled in NTCC.

Goal II: Bogalusa City School System will improve student achievement, attendance and dropout rates.

Objective 1.1. Students graduate from high school on time.

Strategy I.1.1: Provide afterschool interventions

Strategy I.1.2: Participate in Ensuring Literacy and Numeracy for All Initiatives

Strategy I.1.3: Participate in High Schools that Work

Strategy I.1.4: Participate in Connections Program

Performance Indicators:

Output: Number of students who graduate on time.

Outcome: Percent change in the number of high school graduates from previous year.

Goal III: Washington Parish Economic Development will attract businesses that positively benefit our community and citizens and facilitate the expansion of existing businesses.

Objective 1.1. Retain existing businesses and recruit new businesses and industry to Bogalusa.

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Strategy I.1.1: Build infrastructure to support availability of commercial real estate.

Strategy I.1.2: Provide qualified and trained workforce.

Strategy I.1.3: Facilitate expansion of existing companies.

Strategy I.1.4: Support entrepreneurship via small business incubators.

Performance Indicators:

Output: Number of businesses that are retained and expand in Bogalusa and number of businesses that locate to Bogalusa.

Outcome: Percent change in unemployment and increase in sales tax/property tax.

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PRIORITY: LEADERSHIP DEVELOPMENT

CURRENT CONDITION: Like many small cities, Bogalusa has many of the same people actively involved in helping to shape its economic outcomes and political direction. To more fully enjoy growth and expansion, it needs to create an influx of additional paid and volunteer persons interested in seeing it realize its full potential. In order to help facilitate that process, we recommend the following goal be adopted to help support that process, we recommend the following goal be adopted to help support existing leadership.

Overview of Goal:

1. Establish a leadership development training class to recruit and develop leaders for city government and industry.

Goal 1: Bogalusa has a leadership development program that solicits and trains members on being effective leaders in the city. It ensures trainees have established linkages to Bogalusa organizations of or a definite plan for becoming involved.

Short-Term Measurable Outcomes or Metrics:

A leadership development program will be established using local resources at no cost to the attendee.

Long-Term Measurable Outcomes or Metrics:

Leaders will be developed to serve in governmental, volunteer and industry in Bogalusa that enhance each component.

Responsible Organizations:

Bogalusa governmental leadership, volunteer leaders and area employers.

Strategic Actions for Goal 1

Action	Performance Metrics
<p>#1 – Establish a Leadership Development Program of 4 hour sessions, weekly advertised in local newspaper and on chamber of commerce website.</p>	
<p>Estimated Cost:</p>	
<p>Source of Funding:</p>	
<p>Timetable: 1 month from acceptance of strategic plan</p>	
<p>#2 – Survey initial attendees 6 months after attendance for how the</p>	

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program helped and perceived shortfalls.

Estimated Cost:

Source of Funding:

Timetable: 6 months

#3 – Using survey input, develop stage 2 of course, and offer original course 2 days a month and new course 2 days a month on alternate weeks.

Estimated Cost:

Source of Funding:

Timetable: 1 year

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Priority: Economic Development

Description of Current Condition: Bogalusa has an economy that has one major industrial employer. The other major employers are public service entities. Within the public employers, the healthcare industry is thriving and is the major employer in the city. There are three main retail districts with a mixture of chain stores and locally owned businesses.

Overview of Goals

1. Bogalusa’s retail districts are well kept, safe and provide a positive shopping experience.
2. Bogalusa has a healthcare economic development district that attracts new investment, creates and retains jobs and provides public roadway enhancements.
3. New business prospects and existing businesses are provided a full array of assistance and will find it easy to do business with and in the City of Bogalusa.

Goal 1: Bogalusa’s retail districts are well kept, safe and provide a positive shopping experience.

Short-Term Measureable Outcomes or Metrics: Police patrols are increased.

Long-Term Measureable Outcomes or Metrics: Streetscaping is complete and shoppers enjoy a variety of shopping options.

Responsible Organizations City of Bogalusa, Bogalusa Chamber of Commerce, WEDF, SELU Small Business Center

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Increase police patrol and use of cameras as needed in retail district.	Crime decreases in retail areas.
Estimated Cost:	
Source of Funding:	
Timetable: Patrols begin immediately. Cameras will be installed as funding is available.	
#2 – Improve the appearance of the retail areas through code enforcement and streetscaping.	Areas are more attractive and walkable.
Estimated Cost:	
Source of Funding:	
Timetable: Code enforcement immediately. Streetscaping to be done in a five year plan.	

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Strategic Actions for Goal 1	
Action	Performance Metrics
#3 – Retail recruitment is targeted to needs of citizens.	Retail variety is suitable for city needs.
Estimated Cost:	
Source of Funding:	
Timetable:	

Goal 2: Bogalusa has a healthcare economic development district that attracts new investment, creates and retains jobs and provides public roadway enhancements.

Short-Term Measureable Outcomes or Metrics: District is created by the City Council and the Board or Commission is in place.

Long-Term Measureable Outcomes or Metrics: Business is investing in the District.

Responsible Organizations: City of Bogalusa, Sen. Ben Nevers, Rep. Harold Ritchie

Strategic Actions for Goal 2	
Action	Performance Metrics
#1 City council creates the district and sets its goals by ordinance.	Passed by city council.
Estimated Cost:	
Source of Funding:	
Timetable: End of January 2012	
#2 – A board or commission is appointed to help plan and market the District.	Appointed and approved.
Estimated Cost:	
Source of Funding:	
Timetable: End of February 2012	

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Strategic Actions for Goal 2	
#3 – Decide if the District will be able to generate taxes, and if so submit to State Legislature.	Decided and submitted.
Estimated Cost:	
Source of Funding:	
Timetable: January 2012	
#4 -- Apply for outside funds for the District and set aside budgeted amount of city funds to be used as grant matches and for other district activities.	Application made Funds budgeted
Estimated Cost:	
Source of Funding: USDA, City of Bogalusa, Fund for Bogalusa	
Timetable: Ongoing	

Goal 3: New business prospects and existing businesses are provided a full array of assistance and will find it easy to do business with and in the City of Bogalusa.

Short-Term Measureable Outcomes or Metrics: One stop shop is created and serving the needs of business.

Long-Term Measureable Outcomes or Metrics: New businesses are provided with the resources needed to flourish.

Responsible Organizations City of Bogalusa, WEDF, and Chamber of Commerce

Strategic Actions for Goal 3	
Action	Performance Metrics
#1 Create a one stop shop for all new business needs.	Established
Estimated Cost:	
Source of Funding:	
Timetable: March 2012	
#2 – Identify resources for new and existing businesses and facilitate access to these resources.	

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Strategic Actions for Goal 3	
Estimated Cost:	
Source of Funding:	
Timetable:	
#3 – Explore the options related to creating a business incubator in Washington Parish.	
Estimated Cost:	
Source of Funding:	
Timetable:	

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Priority: Marketing and Communication

Description of Current Condition: Bogalusa has much to offer a business or industry wishing to relocate to Bogalusa. Available buildings in the Industrial Park, an adjacent airport and land and funding to build to suit a particular business or industry are among the assets Bogalusa has to offer. City leadership and staff are intent on promoting Bogalusa to business, industry and new residents. There is currently no fully integrated marketing strategy of the Bogalusa area and the assets are not communicated to their best advantage. Websites, including the City of Bogalusa, the Chamber of Commerce and the WEDF are in need of an update and redesign. Internal and external communication is not coordinated or consistent.

Overview of Goals

1. To create and communicate an economic development identity/image for Bogalusa.
2. To establish a coordinated method of communicating with key internal and external stakeholders to increase knowledge, understanding and support.
3. To have Bogalusa seen as a good place for business, industry and residents.

Goal 1: To create and communicate an economic development identity/image for Bogalusa.

Short-Term Measurable Outcomes: Current marketing materials and methods including websites are up to date and accurate.

All buildings and sites are in the LED database.

Long-Term Measurable Outcomes: Bogalusa has an economic development marketing image, brand, slogan and logo and it is recognized by LED.

Bogalusa's Industrial Park is included in LED's Certified Sites Program.

Responsible Organizations will include the Mayor's Office and Staff, WEDF, Chamber of Commerce

Strategic Actions for Goal 1	
Actions	Performance Metrics
#1 – Evaluate and update current marketing materials and methods including websites.	
Estimated Cost:	
Source of Funding:	
Timetable: 6 months	

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#2 – Create a brand, slogan, logo and marketing image for Bogalusa’s economic development initiative.	
Estimated Cost:	
Source of Funding:	
Timetable: 6 months	
#3 –Use the LED website to fully promote the available sites in Bogalusa.	
Estimated Cost:	
Source of Funding:	
Timetable: 6 months	
#4 – Have the Bogalusa Industrial Park recognized as a Certified Site by the LED.	
Estimated Cost:	
Source of Funding:	
Timetable: 12 months	

Goal 2: Establish a coordinated method of communicating with key internal and external stakeholders.

Short Term Measurable Outcomes: Economic Development Task Force is created and meeting every two weeks by January, 2012.

Long Term Measurable Outcomes: City has a coordinated and consistent approach to economic development initiatives that all stakeholders understand.

Responsible Organizations will include the Mayor’s Office and City Council, City Staff, Marketing Committee

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Strategic Actions for Goal 2	
Action	Performance Metrics:
#1 – Set up Economic Development Task force and meet every two weeks.	
Estimated Cost:	
Source of Funding:	
Timetable:	
#2 – Communicate Bogalusa’s initiatives to all stakeholders using a variety of methods.	
Estimated Cost:	
Source of Funding:	
Timetable:	
#3 – Implement a comprehensive Shop at Home Campaign.	
Estimated Cost:	
Source of Funding:	
Timetable:	
#4-- Marketing Committee will develop and keep updated a master schedule of events and themes around which press releases are generated.	
Estimated Cost:	

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Source of Funding:
Timetable:

Goal 3: To communicate Bogalusa’s assets as a good place for business, industry and residents.

Short Term Measureable Outcomes or Metrics:

A site visit is hosted for state, regional economic development officials and other appropriate representatives.

Strategic Actions for Goal 3	
Action	Performance Metrics:
#1 – Host a visit for state, regional economic officials and other appropriate representatives	
Estimated Cost:	
Source of Funding:	
Timetable: Immediately and ongoing	
#2 – Institute a one stop shop for new business inquiries including permitting, zoning and licensing. Provide information on resources available for business assistance.	
Estimated Cost:	
Source of Funding:	
Timetable: 6 months	
#3 –Work closely with other community entities to assist in promoting and publicizing the positive aspects and events in Bogalusa.	
Estimated Cost:	
Source of Funding:	
Timetable: 6 months	